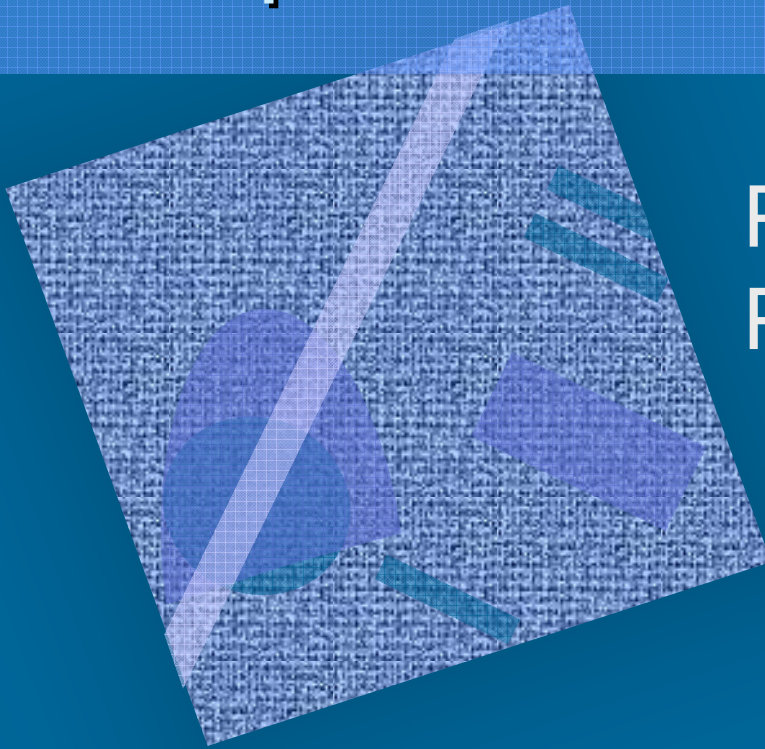


Chapter 14



Presenting the Product

Show and Tell

- What is the goal of the product presentation?
 - Match the customers needs with appropriate product features and benefits.



Guidelines to Achieving your goals

- Which Products to Show

- After determining customer needs, select products that match those needs.

- What Price Range to offer

- Begin by showing a medium priced product, you can move up or down with feedback.

- How many products to show

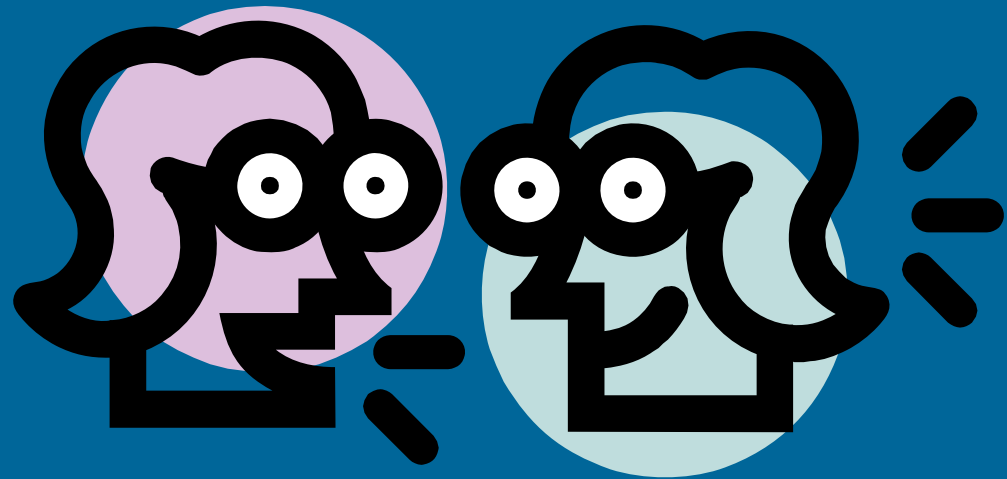
- Show no more than three products at a time so as not to overwhelm the customer

- What to say

- Talk about product's features and benefits. Use your chart at this time.

What terms can the average customer understand?

- Layman terms....



How can you make your presentation come alive?

- **Displaying and Handling the Product**
 - Creatively display
 - Handle product with respect
- **Demonstrating**
 - Demonstrate how product is used
 - Demonstrate features
- **Using Sales Aids**
 - Use aids when impractical to demonstrate actual product
- **Involving the Customer**
 - If possible, get customer physically involved (hold it, smell it, taste it, use it., etc)

Objection

- Concerns, hesitations, doubts, or other honest reasons a customer has for not making a purchase.



Excuses

- Insincere reasons for not buying or not seeing the salesperson.



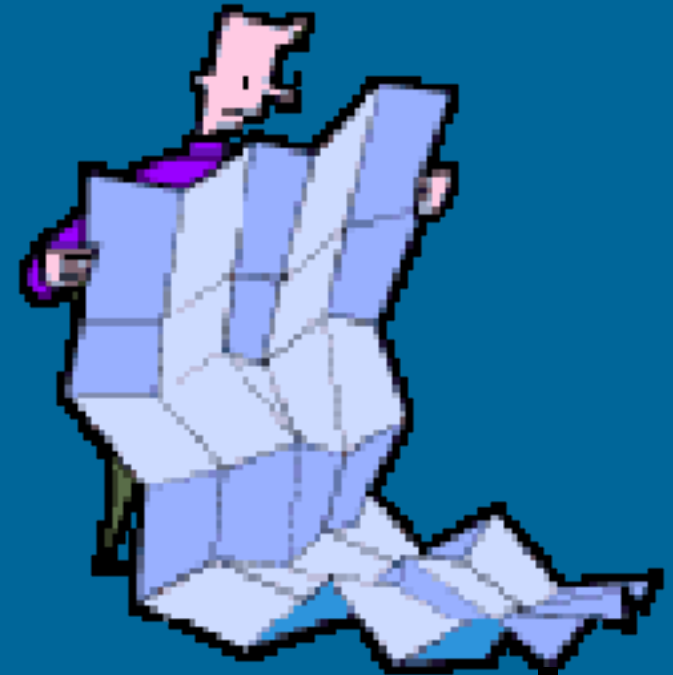
Excuses

Excuses usually attempt
to hide real objections



Can objections help your sales?

- Objections can guide you in the sales process by helping you redefine the customer's needs and determine when the customer wants more information.



Prepare for Objections

Objections	Responses

- Create an objection analysis sheet

Common Objections

- Need
- Product
- Source
- Price
- Time

Four steps in handling objections:

1. Listen carefully
 - *It demonstrates sincere concern*
2. Acknowledge the customer's objection
 - *Shows you understand*
3. Restate the objections
 - *Be sure you understand*
 - *Also known as "**paraphrasing**"*
4. Answer the objections
 - *Use tact, not with an air of superiority*
 - *Show that you think person's concern is important*

Specialized methods for handling objections....

1. Boomerang
2. Question
3. Superior point
4. Denial
5. Demonstration
6. Third party

Boomerang

- Returned to the customer in the same way that a boomerang returns to thrower.

Customer: “This jacket is so lightweight. It can’t possibly keep me warm.”

Salesperson: “The jacket is so light because of an insulation material called Thinsulate.”

Question

- Technique in which you question the customer to learn more about the objections.



Customer: “I don’t see the point of having two sinks in our master bathroom.”

Salesperson: “Do you and your husband ever need to get ready at the same time?”

Superior Point

- Technique that permits the salesperson to acknowledge objections as valid yet still offset them with other features and benefits.

Customer: “Your prices are higher than the prices of your competitors.”

Salesperson: “That’s true. Our prices are slightly higher, but with good reason. We use better quality nylon in our garments.”



Denial

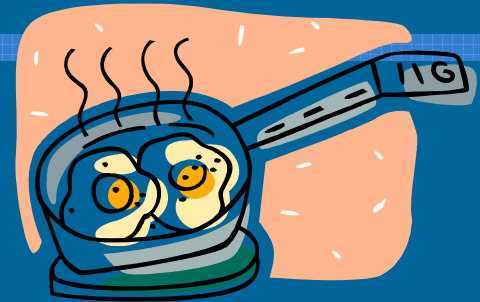
- Used when customer's objection is based on misinformation.

Customer: "Will this shirt shrink?"

Salesperson: "No, it won't shrink because the fabric is made of 50 percent cotton and 50 percent polyester."

Demonstration

- “Seeing is believing.”



Customer: I can't believe that food won't stick to the bottom of the pan without using butter."

Salesperson: "I'm glad you brought that up. Let me demonstrate how the Teflon coating lets you cook without fats or butter.

Third Party

- Use a previous customer or another neutral person who can give a testimonial about the product.



Customer: “I can’t see how this machine can save me \$1,000 in operating costs the first year.”

Salesperson: “Frank Smith, one of my customers, questioned the same point when he bought his machine last year. He now praises its efficiency, and his costs have gone down \$1,200.